



## Healthy Communities Surveillance and Management Project

### Background

Since 2009, the Healthy Communities Research Group – (GP RED, Indiana University – Bloomington, along with Indiana Parks and Recreation Association, Bloomington Parks and Recreation Department, GreenPlay, Design Concepts, and Beta Site communities), have been working together to develop and test the **Healthy Communities Surveillance and Management Project**. The project targets the community aspects that influence obesity and active living. The initial “alpha project” in Bloomington, IN, was successful and the methods are now being integrated into a training process and toolkit to be applied to additional “beta” site communities for further refinement, testing, and implementation in the future.

### What is the Project about?

The Healthy Communities Project helps parks, recreation, and related departments and agencies assess, analyze, document, and evaluate five elements related to the repositioning of parks and recreation as a primary preventative community public health provider:

- **Creating a Warrant for Agency Action** – Why? Who? What is the Impact?
- **Convening Community Stakeholders and Champions** – Residents? Partners? Providers?
- **Policies, Laws, and Procedures** – What is influencing active living?
- **Fiscal Resources and Distribution** – What funds? How should they be allocated?
- **Inventory of Assets and Affordances** – Programs? Parks? Facilities? Food?

From an analysis of these elements, the project moves to creating a systems portfolio, strategic concepts for improvement, and future modeling for the purposes of articulation, prioritization, management, and surveillance of outcomes over time.

### Opportunities for Public Parks and Recreation Agencies - 2011

- Become a Beta Site for Assessment, Surveillance, and Strategic Portfolio Development in your community – **Become a Healthy Community!**
- Position Parks and Recreation as a Community Health Provider

In order to make this project manageable for application, we are asking the communities involved to focus initially on a specific age range. We suggest ages 10-14, as access to this age range is generally more achievable, and this time of life is crucial for development of healthy habits and adherence to healthy lifestyles. Other age groups can be addressed if desired.

In cooperation with the following partners:



## Becoming a Healthy Communities “Beta- Site”

The Healthy Communities Research Group (HCRG) is now recruiting a limited number of “beta site” communities for additional testing, involvement, and benefits in 2011-2013.

### What does “Becoming a Beta-Site” mean?

The HCRG will work directly with you and your community to assess, analyze, document, and evaluate five elements related to the repositioning your parks and recreation department as a community public health provider.

To do so, we utilize the **Healthy Communities Surveillance and Management Toolkit**. You will be assigned a HCRG Project Manager, that will work directly with your agency to train you and your staff, convene relevant stakeholders, collect information on pre-provided templates and questionnaires, and compile that information into the Toolkit Portfolio. After collection, the HCRG will work to create reports, recommendations, and key management modeling scenarios for you to implement, and then work with your agency on evaluation over time. This will be done with your staff, and can be presented to your decision makers to help align your department as leaders in facilitating a “healthy community”.

### What does my agency need to have in place to start?

While we are working to continually supplement the research funding and benefits, and to simplify the Toolkit implementation process, there is an agency investment for the chosen Beta Sites – in time, staffing, and a financial investment to help cover some of the costs and to act as a matching element for additional grant funding for the project. You’ll need to provide:

- A **staff person** with the background and authority to be assigned as your “**Healthy Communities Project Manager**”
  - This person will need to allocate an average of approximately 5-20 hours per month during the initial Beta Site involvement (approximately 8-9 months). They will be trained throughout the process, with a focus on assessment, setting desired outcomes, and future implementation strategies.
- **\$25,000** in annual financial support via a contract which partially offsets the project costs. We strongly encourage a three year commitment to insure your community realizes the full benefit of the affiliation and documented impact.
- Attendance at an **Healthy Communities Training Workshop** and successful completion of workbook exercises.
- **Basic inventory and assessment reports and materials\***
  - Gathering of materials that outline your agencies policies, laws, and procedures as currently adopted
  - A basic composite-values method (CVM) digital inventory and GIS of your agency’s assets that are affecting the target age group
  - Programming reports to complete the Affordances Inventory Template
  - Financial reports to help assess the allocation of resources going to these activities.

*\*NOTE: if your agency does not have these items easily available, the HCRG can recommend separate trainings and/or consulting services to help you gather and create the basic levels needed for the Healthy Communities Toolkit work.*

Steps for Healthy Communities “Beta Site” Involvement Project Timeline - 2011									
Tasks and Key Meetings	Months								
	1	2	3	4	5	6	7	8	9
A. Initial Discussions and Agreements	X								
B. HC Workshop / Workbook Completion	X								
C. Convening of stakeholder / Collection of inventory and assessment materials		X	X	X	X				
D. Additional Info collection with HCRG			X	X	X	X			
E. Creation of HC Portfolio / Strategies					X	X			
F. Modeling of Future Strategies					X	X	X		
G. Presentations / Implementation Kick-Off							X	X	

## As a Healthy Communities Beta-Site, What Do We Get?

- Alignment, recognition, and national celebration of your involvement in the **Healthy Communities Surveillance and Management Project**
- Drafted community-specific templates and questionnaires for information gathering, assessment, and monitoring over time.
- Assessment, tools, and strategies for future implementation – Results in the **Healthy Communities Surveillance Toolkit Portfolio™**:
  - Baseline summary of the need, warrants for action, and demographics from your community – What do you need?
  - Rationale to present to decision makers outlining the potential for repositioning as a catalyst for healthy people in your community.
  - Analysis tools and summaries related to your community’s systems, policies, and funding.
  - Analysis and analytical mapping of your community’s assets and affordances as relevant for this initiative.
  - Relevant comparative analysis to show how your agency compares to others involved around the U.S.\*
  - Results of the Stella Modeling System for key factors that can affect change.
  - Recommendations for immediate, short-term, and long-term strategies that will help your community become a better Healthy Community.
  - Identification of key elements that may be most appropriate for alternative funding options and partnerships.

\*Note, this list of communities involved will grow over time. An ongoing tracking and comparison service is anticipated in future years.

### Become a 2011 or 2012 “Beta Site” now!

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